

12-11-08

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12/08/00  
JC853 U.S. PTO

Patent  
Attorney Docket: 256/075

To: Commissioner for Patents  
Box Patent Application  
Washington, D.C. 20231

JC815 U.S. PTO  
09/733754  
12/08/00

**NEW APPLICATION TRANSMITTAL - UTILITY**

Sir:

Transmitted herewith for filing is a **utility** patent application:

**Inventor(s):** James R. SMITH, II, et al

**Title:** SYSTEM AND METHOD FOR CALCULATING A MARKETING  
APPEARANCE FREQUENCY MEASUREMENT

**I. PAPERS ENCLOSED HERewith FOR FILING UNDER 37 CFR § 1.53(b):**

- 40 Page(s) of Written Description
- 6 Page(s) Claims
- 1 Page(s) Abstract
- 3 Sheets of Drawings ☐ Informal ☒ Formal

**II. ADDITIONAL PAPERS ENCLOSED IN CONNECTION WITH THIS FILING:**

- ☐ Declaration
- ☐ Power of Attorney ☐ Separate ☐ Combined with Declaration
- ☐ Assignment to \_\_\_\_\_ and assignment cover sheet
- ☐ Certified Copy of Priority Document No(s):
- ☐ Information Disclosure Statement w/PTO 1449 ☐ Copy of Citations
- ☐ Preliminary Amendment
- ☐ Request and Certification under 35 U.S.C. § 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35
- ☒ Return Postcard
- ☐ Other:

**III. PRIORITY**

- ☐ Priority of application Serial No. \_\_\_\_\_ filed on \_\_\_\_\_ in \_\_\_\_\_ is claimed under 35 .S.C. § 119.

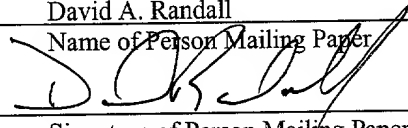
LA173417.1

**CERTIFICATE OF MAILING**  
(37 C.F.R. §1.10)

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as 'Express Mail Post Office To Addressee' in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

EL360339426US  
Express Mail Label No.

December 08, 2000  
Date of Deposit

David A. Randall  
Name of Person Mailing Paper  
  
Signature of Person Mailing Paper

09733754

IV. THE FILING FEE HAS BEEN CALCULATED AS SHOWN BELOW:

☒ Applicant claims small entity status pursuant to 37 CFR § 1.27

<b>BASIC FILING FEE:</b>							\$710.00
Total Claims	31	-	20	=	11	x \$18.00	\$198.00
Independent Claims	3	-	3	=	0	x \$80.00	\$0.00
Multiple Dependent Claims	\$270	(if applicable)				<input type="checkbox"/>	\$0.00
<b>TOTAL OF ABOVE CALCULATIONS</b>							\$908.00
Reduction by 1/2 for Filing by Small Entity, if applicable, as asserted above. Note 37 CFR §§ 1.9, 1.27, 1.28.							<input checked="" type="checkbox"/> \$454.00
Misc. Filing Fees (Recordation of Assignment -- \$40)							\$0.00
<b>TOTAL FEES DUE HEREWITH</b>							\$454.00

V. METHOD OF PAYMENT OF FEES

- ☐ A check in the amount of \_\_\_\_.
- ☐ Charge Lyon & Lyon's Deposit Account No. **12-2475** in the amount of \_\_\_\_.
- ☒ This application is being filed without fee or Declaration under 37 CFR § 1.53.

VI. AUTHORIZATION TO CHARGE FEES

The Commissioner is authorized to credit any overpayment and to charge any underpayment to Lyon & Lyon's Deposit Account No. **12-2475** for the following:

- ☐ 37 CFR § 1.16 – (Filing fees and excess claims fees)
- ☐ 37 CFR § 1.17 – (Any application processing fees)
- ☐ 37 CFR § 1.21 – (Assignment recording fees)

VII. CORRESPONDENCE ADDRESS

Please send all correspondence to Customer Number 22249:



**22249**

PATENT TRADEMARK OFFICE

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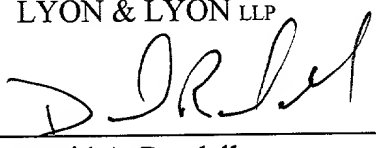
Please direct all inquiries to Attorney, at the above customer number.

Respectfully submitted,

LYON & LYON LLP

Dated: December 8, 2000

By: \_\_\_\_\_

  
David A. Randall  
Reg. No. 37,217